



COPYWRITING SECRETS



A Do-It-Yourself
Guide To Writing
Ads That Sell

LEIGH HANKIN



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Copywriting Secrets: A Do-It-Yourself Guide To Writing Ads That Sell

By Leigh Hankin

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Introduction

Being able to sell via the written word is one of the most important skills you'll ever need to master in marketing.

This skill is known as copywriting, more specifically, direct response copywriting.

Direct response copywriting is being able to write words that are designed to PERSUADE a reader to take the action you want whether it's to buy something, call you, or opt-in to an email list.

If you're a business owner that has ever done any kind of advertising online or offline then you know that the words you use in your ads need to make a very big impact... Or you're wasting your advertising dollars.

And in my experience from talking to dozens of business owners over the years, 99% of them have no idea how to write an ad that gets a response.

And that means they're pissing away all of their advertising dollars.

As you know, the key with your advertising is to be able to invest money in an ad campaign and have it spit out a profit.

It's the dream of nearly every business owner I know but most never achieve it.

Why?

There are many reasons but a BIG one is poor copywriting skills.

Most business owners I have ever spoken to don't even know what copywriting is and the one's that do are just confused by the entire thing.

So, in this book I wanted to make it as easy for you to understand what are the most important copywriting principles you need to start writing ads that actually give you an ROI on your ad spend... EVERY TIME.

It's important for me to point out right now that this book is not for other copywriters. If you're a copywriter all of the stuff I've written in this book will be old to you.

I have written this book specifically for business owners that don't know how to write direct response copy for their ads.

That's it.

Now, you're probably wondering a little about who I even am.

I'm Leigh Hankin and as you guessed, I am a direct response copywriter and marketing consultant.

I have literally studied probably over a thousand hours worth of material on this subject.

I've read dozens of books, watched dozens of seminars, and studied the works of greats in the industry like Gary Halbert, Eugene Schwartz, David Ogilvy, Claude Hopkins, Dan Kennedy and many more.

I've handwritten out hundreds of sales letters from the greats in the industry. I've studied them intricately and what makes them so successful.

I've been a featured guest contributor on well-known marketing websites with tens of thousands of global readers like Mirasee (formerly Firepole Marketing), Right Mix Marketing, Marketing Professionals, and more.

I'm also a contributor on one of the largest small business websites in Australia called Flying Solo, which has a readership of over 100,000 Australian small business owners.

I've helped businesses across various industries with copywriting and other marketing requirements. Some industries include SaaS companies, real estate companies, personal development coaches, Ecommerce, construction training providers, insomnia niche, financial services and many more.

I also work for a well-known marketing agency based in the UK handling copywriting requirements for that company and some of their clients.

By reading this book, you're going to finally understand the key principles required to write words that are actually going to sell your product or service.

Furthermore, you'll know how to use them to sell any of your products or services and I give you plenty of examples in each chapter to demonstrate how this is done.

I can promise you that if you implement these principles you're going to see a dramatic increase in the response rates of your advertising. Even just one of these principles can have a dramatic impact alone.

For example, in chapter 2, I talk about headlines and reveal a neat little trick invented by a copywriter in the 1960's that anyone can use to write a headline that instantly grabs your reader's attention.

Just making even this one change could DOUBLE the response of your ads.

Everything I teach in this book is based on proven direct response copywriting and marketing principles. Principles developed over a hundred years of advertising history and backed up by billions of dollars in sales annually.

So, now is your time to take action and do something about improving this area of your business.

Don't wait.

The key is to act now and take action. The book is short and easy to understand so you can literally read it in an evening if you wanted to and then start putting these principles into practice.

I'm looking forward to helping you on this journey to creating better advertising that rewards you with profits immediately.

Best,

Leigh Hankin

Direct Response Copywriter & Marketing Consultant

www.boldlycraftedwords.com

Chapter 1: Know Thy Prospect

The most important thing in any copywriting process, actually make that any marketing process in general, is target market research.

In fact, I would even argue that the biggest reason why an ad campaign fails is simply because the target market research just hasn't been done.

The reason why this stage is the most important is because it allows you to understand what you need to write in your ads so that you have the best possible chance of getting that most wanted response.

And the key in all of this is knowing who you're writing for specifically.

The reality is that if you don't intricately know WHO you're even writing to then you have fat chance of getting the results and response you're looking for.

What You Need To Know About Your Prospect

You need to know your target prospect intricately.

Now, the question becomes HOW exactly can you do that?

The way you do it is by creating an extremely detailed and comprehensive customer avatar.

This should be a profile of exactly who your IDEAL CLIENT is because your ideal client is not some nameless and faceless person.

You need to make them as clear and real as possible in your own mind just like as if you intricately know them.

The first things you should start with to create this profile are demographics and psychographics.

Demographics:

Age

Income

Occupation

Political affiliations

Marital status

Affluence level

Books/magazines/blogs they read

Psychographics:

Interests

Values

Religious views

Hobbies

Political views

Answering questions that relate specifically to demographics and psychographics should give you a good start.

Biggest Pains & Problems

The next part I'm going to tell you about is actually the most important because it allows you to understand what it is that is really bugging your target prospect.

It will tell you what their biggest problems and pains are so you can then use this to guide the rest of your sales message.

The way you do that is by asking some questions that allow you to 'get inside their heads' and understand the emotions they're feeling.

This is what you will need to use in later parts when you actually start writing your ad as you'll see further on in the book.

So here are a few questions you should be asking yourself.

What keeps them AWAKE at night?

What are they AFRAID of?

What causes them PAIN?

What HUMILIATES them?

What makes them ANGRY?

Who are they FURIOUS with?

What do they WORRY about most?

What are their VALUES like?

What's their most URGENT hot button crisis right now?

Who are their ENEMIES?

What FRUSTRATES them the most?

What do they WANT more than anything else?

What is the biggest problem they have your product/service can help them with?

What keeps them AWAKE at night staring at the ceiling because they're just that stressed about it?

Most business owners don't do anything like this at all.

Even today, I'm constantly amazed by how many people I speak with who have no idea who they're even marketing to, yet alone think of such questions I've listed above.

Do this and I guarantee you that you'll know the pains and problems of your target market and then use that to write your headline and other parts of your sales message as you'll see later on.

What you then must do is combine this information plus the demographics and psychographics information to create a comprehensive ideal client avatar.

This ideal client avatar is who you'll be writing your sales message for so it's absolutely crucial you do this.

How To Find Out This Information

Ideally, you should already know WHO you're marketing to and these questions will just be a matter of helping you nail down on what it is that's keeping them up at night.

However, in case you don't already know your market then there are a few things you can do to help ascertain this information.

The following is what I recommend.

Forums -

Just doing a Google search for forums and your topic should bring up a range of forums for you to check out.

I remember once writing a sales page for a quit smoking sales page and forums were actually a goldmine of information for me. There were many people who actively commented about what their biggest frustrations were with trying to quit smoking, information that was gold at the time used to help create my ad copy.

Amazon -

This is a little guerilla research tactic I first heard about from Jay Abraham.

All you do is search for books on your topic on Amazon. Then click on a few of those books and look at say 3-5 of the top and worst reviews. These are actually a goldmine of information because many people will be venting what their problems and frustrations are.

This is a great way to find out what it is your audience really cares about right now.

Magazines -

Magazines are another great one.

For example, if you were writing for the real estate industry, a great tactic would be to read a couple of real estate magazines to help get an idea of what things are really concerning people in that industry. This will allow you to 'become' one of your target prospects and also reveal a goldmine of information you would otherwise not have known.

Final Words

Essentially, to summarise all of this you need to BECOME your ideal client.

And if you're writing the copy for your own business then you should already know enough about your target market to do this.

This section of this book should simply refine the process for you so you know where to start and what things to focus on specifically.

Before, you read the rest of this book at least create an avatar of your ideal client.

Answer the questions I have listed and create your avatar NOW.

I can't stress enough how important this phase is.

Research by far plays the biggest role in determining how successful you'll be with your marketing and advertising in general.

Chapter 2: Headlines

Your headline is probably the most important thing you'll write in your entire sales message because it's the first thing that your reader will see. If it doesn't contain something that immediately grabs their attention and piques their curiosity then they won't read anymore.

So, how do you write a headline that gets your prospect to read the rest of your sales message?

Well, if you did the questions and answers exercise I mentioned in the first section then you have all the fodder you need to write a great headline.

Now unlike many other marketers and copywriters out there, I'm not going to tell you how to write 'killer' headlines or any other bullshit.

The reality is that if you did the questions above you should have all the info you need to write a compelling headline that gets read and gets your prospect WANTING to read the rest of your sales message.

The reason being is because those questions I listed above will allow you to develop a MARKET FIRST mindset and this mindset is absolutely vital for writing great headlines.

Now this is really the foundation for your headline. You need to make people

give a shit about what you've got to say and the way you do that is by FOCUSING ON THEM.

That's what a MARKET FIRST mindset does.

However, you still need to know WHAT to say and that's what I'll be covering in the next section.

The Knock, Knock Trick For Writing Headlines

There was a well-known direct response copywriter back in the 1960's called Norman B. Norman.

Anyway, he developed this neat little trick for his team of copywriters called 'Knock Knocks.'

The way it works is like this.

Imagine that you're walking around in a neighbourhood full of people who are your ideal prospects. Your job is to go up to each house door, knock on it twice so the prospect answers.

Now, here is your big chance. Now you need to SAY SOMETHING that will cause them to not only NOT slam the door in your face but also GRAB YOU BY THE COLLAR and pull you inside because they just MUST hear more about it.

In other words, what's the one thing you can say to them at that exact moment in their life, with their unique problems, desires, fears, wants, that would make them self-combust with delight that you showed up at their doorstep?

Proven Templates for Headline Writing

The Knock Knock trick is designed to help you work out WHAT to say to your target prospect.

The next part is working out HOW to say it and that is where the following templates are going to blow your socks off and make things a hell of a lot easier for you.

Use them at your will. Please note that finding what specific headlines will work best for your unique business and market is all a matter of TESTING.

You need to try different headlines, test them, and track them. This is really the only way you'll discover what headlines work best for your market.

The Proof Headline

This one works so well because people always want proof of something. So combining proof into your headline creates trust, believability and also creates a massive urge within your prospect to find out more about what you're selling.

Examples

World's Leading Plastic Surgeon Exposes The 'Toxic' Botox Industry And How It's Shaming You Out Of Thousands Of Dollars

Former Fitness Coach Of The Adelaide Crows Reveals The Secret Training Methods Used By Elite AFL Footballers To Boost Fitness, Strength And Increase Cardiovascular Health

Pain, Problem Or Frustration Headline

Take the problems, pains and frustrations your target market experiences and put them into a headline. The key here is to pick the pain point that is most pressing and irritating for them RIGHT NOW and put this in the headline.

Examples

ATTENTION BACK PAIN SUFFERERS: Do not buy another mattress for your bed until you read this special report

WARNING: Do not read this unless you're frustrated as all hell with your sex life

The Offer Headline

This is very simple. You simply straight up mention what your offer is and that's it. The key to making this work is to simply make sure that your target market wants what you have.

Examples

I Will Show You How To Double Your Customers And Profits In The Next 60 Days Or You Get Your Money Back!

Apply For Your New Credit Card And Get 10,000 Bonus Frequent Flyer Points - Valid For Today ONLY

Curiosity

Curiosity killed the cat apparently, well not so much with headline writing.

This is a tried and true element for effective headlines. In fact, it's one of the most widely used by some of the best copywriters of our time like Gary Halbert, Dan Kennedy, Eugene Schwartz, and many more.

The reason this works is because we're inherently curious and want to know things that we don't know. One tip to make this even more powerful is to blend it with a benefit for maximum effect.

Examples

Why You Shouldn't Pay Back Your Credit Card Debt

What University Courses Are A Complete Waste Of Time And Money... And What You Should Do Instead If You Want To Achieve Success In Life

Core Benefit

This is pretty straightforward. It involves simply including the core benefit of your offer in your headline. Obviously, this works so well because it's straight up telling the reader that they are going to read about something they really care about.

Examples

How To Make \$1000 Per Month From Your Credit Cards

How To Make \$1000 Per Month In Side Income Working From Home Within The Next 30 Days

Question

If you ask a question to your target market that they desperately want an answer to then they're going to want to read more. That is essentially the secret behind using question-based headlines and it can be very effective in many markets as long as the question being asked is one they genuinely want an answer to.

Examples

Would You Like To Find Out How To Cure Insomnia Forever Without Drug Based Treatments?

Would You Like To Know How To Write Sales Letters That Flood Your Business With New Enquiries Within The Next 30 Days?

How To

This is one of the most effective ways to write headlines in the history of direct response copywriting. I've already used this a couple times above in examples. Just by adding the words 'How To' you can massively increase the readability and appeal of what would be an otherwise boring headline.

See what I mean here.

Examples

Investing \$500 per month can make you a millionaire by the time you retire

Adding 'How To'

How investing only \$500 per month can make you a millionaire by the time you retire

I'm sure you can see from that little example that adding 'How to' makes this a more powerful headline.

A couple more examples.

How To Create A Website That Makes You Money 24/7

How To Make As Much Money As You Want Even If The Economy Is Tanking!

Discover How This 30 Minute Ab Exercise Can Leave You With A Ripping 6-Pack In Just 6 Weeks!

Guarantee

It's pretty obvious why these headlines are so effective. A guarantee basically removes almost all risk on part of the buyer so it makes it very easy for them

read the headline and be interested enough to read the rest of your sales message.

Examples

I Will Show you how to double, even triple your profits in the next 60 days or I'll write you a cheque for \$500!

Software for project managers guaranteed to help you complete projects faster and on time, and on budget every time...

Reasons Why

A big reason why these are so effective is because they play at both curiosity and the benefit that is also listed. When you list reasons why in your headline, it's hard for the reader to not want to read more to find out what you're talking about.

Examples

3 Reasons why this could be the best Xmas sale in the history of Ecommerce

7 reasons why you should quit your job and join this business opportunity

Numbered

The reasons why these work are similar to the reasons why headline.

They play at curiosity but using the numbers also adds a lot of credibility and believability to your claims. A rule of copywriting that you must remember is that specificity always wins the day and specificity with these headlines makes them extremely effective.

Examples

47 hidden ways that you can make more money today from your existing customers

6 ways to make sure that your website ranks first on Google without violating Google's ruthlessly strict algorithm

7 steps to generating more leads and sales in your business today even if you're a complete newbie

Final Words

It should go without saying but I'll say it anyway.

Use your common sense and bring your brain with you when writing headlines.

The above templates and examples are all proven to work and have done so in a hundred years of advertising.

However, you must understand that your target market and business is unique so make sure that any headlines you write are unique. Simply use the above for inspiration, creativity and to help you get on the right track.

Last but not least, I recommend you write at least 20 headlines for each advertisement. I know that may seem like overkill but trust me, it's not.

Me, I'm a professional copywriter and I usually write out at least 100 per ad I'm writing. I know other copywriters who write even more than that.

The more headlines you write, the better and you'll eventually get a few super one's you can start testing right away in your next ad campaign.

Write freely and let your creativity run wild without inhibition and you'll come up with some great headlines.

Chapter 3: Identify Their Problems And Stir Up Their Wounds

I know, it sounds callous but you want to first identify the problems your target market experiences and then you want to rub salt in their wounds.

Stir them up, agitate those wounds until they can't help but get in touch with you for help.

Now, if you were a smart and did the research in chapter 1, you should know by know what the biggest problems, pains, and frustrations are of your target market.

Now, you want to state them in your copy.

The easiest way to do this is with a proven formula called PAS. I first heard this from Dan Kennedy and it goes like this:

PROBLEM - AGITATE - SOLUTION

Simple. Effective. And it works.

In fact, I pretty much use this 90% of the time when I'm writing sales copy for any ads it's that effective.

Start With The Problem

The first thing you must do is identify the problems being experienced by your target audience.

Again, if you did the research phase from chapter one you should know what the biggest problems and pains are at this exact moment for your target audience.

Then you need to let the reader know that you KNOW what their specific problem is.

It's absolutely crucial that you define it and state it explicitly. This is simply to get their attention and interest because if you do that then you can be sure that they're going to want to hear more from you and read the rest of your sales message.

This is quite simple to do and here are couple examples for how you can do this.

For example, if you were selling a biz opp opportunity then it may go something like this:

Look, your employer doesn't care about you or your life. The only person that truly cares about you and your happiness is YOU.

Every day when you wake up and go to that soul-crushing job, you're slowly dying inside each day and you know it too. And you know that unless something changes soon that your life will slip right by you in a flash and you'll be filled with regrets about what could have been.

The reality is it doesn't have to stay like this. If you just took a little time today to uncover a few tried and proven secrets for making money online working from home then you could change your situation in the next 90 days.

That should give you a general idea about how to approach this.

It doesn't have to be too hard.

You just need to let your reader know that you understand what their problem is.

Now you've grabbed their interest, the next part is stirring up their wounds.

Agitate Their Pain By Rubbing Salt Into Their Wounds

I think it was Tony Robbins who said that people won't change unless the pain they feel is so bad that in their own mind that change becomes a **MUST** rather than a **SHOULD**.

And the way you make people make that internal switch in their own minds is to stir their pain up and rub salt into their wounds.

The way you rub salt into their wound is by strategically agitating the problem or pain they experience.

So, what you want to do is make them feel fear, guilt, embarrassment, shame, disgust, and basically as many negative emotions that you can think of.

The reason you want to target negative and not positive is because people generally take more action to avoid pain than achieve pleasure.

I don't know how to explain it but it's just one of those things about human nature I have noticed and seen a lot of in action in sales and marketing.

Basically, the key to stirring up these wounds and making them feel all these myriad of negative emotions is to get them to the point where they **MUST** do something about their problem.

You want them to get into this internal dialogue after reading your message that's like, "Holy shit, am I in that much danger?" OR "Jesus Christ, I really need to do something about this today."

That's the kind of internal reaction you want to trigger in your reader.

Time for another example demonstrating this in action.

This is for a hypothetical carpet cleaning business.

If you think that you don't need professional steam cleaning in your home then you're seriously mistaken.

Without professional steam cleaning three times per year, you can expect to gather a tonne of unseen dust in your carpet and home in general. If you've got a baby at home crawling around on the carpet each day then you can expect him/her to be regularly breathing in toxic fumes from the dirty carpet. You can expect him/her to be attacked by unseen mites in the carpet.

You can expect that your babies likelihood for developing hay fever and various other illnesses will shoot through the roof. You may even find that they end up more likely to develop breathing difficulties later in life like asthma because of this.

You'll be putting your baby at risk of all these deadly germs and bacteria in your home that are impossible to see with the human eye. However, you know they're there, silently attacking you and your family.

Once you've successful stirred up their pains and wounds then they'll be in a fervour ready to do something about the problem.

This is exactly the kind of hypnotic emotional state you want them to be in.

Because now you can offer them your solution and present all of its benefits to

them that will relieve them of their pain.

And that's exactly what I'm covering in the next chapter - how to actually present your solution in a way that makes it almost impossible to not respond.

Chapter 4: Introduce Your Solution And Identify Its Benefits

If you've whipped your reader into an emotional frenzy by rubbing salt into their wounds as instructed in the previous chapter then they will now be ready to hear about how you can help them with their problem.

Now, you could just introduce your solution by telling them what it is and that they should buy it because it will alleviate their problem. But, there is a much more effective way to do this to really maximise the chances of your reader buying.

The key is BENEFITS.

What are the benefits of your solution?

Another way to do this is to answer the million dollar question, "What's in it for me?"

Anyone who ever reads any of your sales messages will always be asking the question, "What's in it for me?"

Now, most business owners totally screw this up because they focus on features rather than benefits.

Now, here is a sentence I want you to remember because it's one that can make you a lot of money.

Features are simply facts or characteristics about your product or service. BENEFITS are what this product or service will do for you.

Eg: FACT - This car comes equipped with front seat airbags

BENEFIT - Keeps you safe and increases the likelihood you'll survive in a car crash

It's completely different and no one gives a shit about features. They give a shit about benefits.

And the reason why is because they tell the prospect how your offer will make their life better, improved, etc.

It answers the question they're subconsciously asking, "What's in it for me?"

So, how do you work out what the benefits are of your product or service?

The first thing you need to do is create a facts and benefits list.

Now the key with this list is that you need to be able to take all the facts about your product or service and translate those facts into compelling benefits.

Now, you can do this on your computer if you want but I recommend doing it with old-fashioned pen and paper. I don't know what it is but it just seems to sink into the subconscious better doing it this way.

At least, that's what I have found for myself personally anyway.

What you need to do is draw up two columns. One column FACTS and the other BENEFITS.

Now, in the facts column, you simply write down as many facts about your product or service that you can think of.

Then in the benefits column, you want to translate those facts into their corresponding benefits.

Some examples of how to do this below.

Let's take the Lexus ES Hybrid Sedan motor vehicle you can find on the Lexus website.

FACTS ABOUT THE CAR

Contains airbags

Aggressive exterior styling

Luxurious leather seating

Long wheelbase and fine tuned suspension

Fitted with the Lexus Enform

Personalise the interior

Now let's look at some corresponding benefits for each of these features about the car that I wrote above.

TRANSLATING THOSE FACTS INTO BENEFITS

Keeps you and your family safe in the event of an accident

Looks amazing, people won't help but be able to look as you drive through your neighbourhood in admiration of you

Provides ultra comfort perfect if you're travelling short or long distances

Makes driving so smooth it's almost like you're gliding along the bitumen

Keep everyone entertained with movies, music, and games

Create an interior that is specifically just how you like it

This is really pretty simple to do. This is exactly what every good copywriter does before they even begin writing.

It's absolutely imperative that you work out what the translating benefits are of every feature with your product or service because this is what stirs up your

prospect's emotions.

In other words, it makes them WANT what you're offering and feel like they absolutely must have it.

I can't make it any clearer than that so you must do this step if you want to create a great sales message.

The 'So What' Test

Another good little trick that will help you translate facts into benefits is the "So What" test.

I can't remember which copywriter came up with this idea but I think I heard about it first when I studied AWAI's accelerated copywriting course online.

Anyway, basically after you've written down each of your facts, go through them one by one. Read them out loud and then say, 'So What', and what you'll find is that you'll naturally start searching in your own mind for the benefits of that fact.

I don't know how to explain how and why this works but it does and you should definitely try it if you still struggle translating facts into benefits.

Why Is Your Solution Different And Better?

Something you should always do is work out a USP for your specific offer.

USP stands for Unique Selling Proposition and it tells prospects why you're unique, different and better than everyone else selling something similar to you.

This affects your positioning and positioning is arguably the ONE THING that will have the biggest impact on your profits in your marketplace.

It's probably fair to say that unless you're some revolutionary and innovative tech entrepreneur that someone else is probably already selling what you're selling.

So you need to create a USP around what you sell so that it's instantly identifiable and attractive to your ideal prospects. It's one of the most important ways to cut through the clutter and noise in any marketplace.

The reason why is because essentially, it GIVES your prospects a REASON to choose you over your competitors. It makes it hard for them not at least try what you're offering.

Dan Kennedy puts this best. I think it was in his Magnetic Marketing program where he had this to say about a USP:

“Why should I choose to do business with you versus any and every other option... including doing nothing?”

You must be able to answer this question.

If you do then I can pretty much guarantee you that you'll start attracting more of your ideal customers magnetically than any of your competitors.

One of the most famous USP's in history was the one Domino's Pizza used to explode onto and dominate their market when the company was founded.

It went like this:

You get fresh, hot pizza delivered to your door in 30 minutes or less, guaranteed... Or it's free!

Now every pizza company is using a USP similar to that so it's no longer unique and different.

However, at the time no other pizza company offered such a value proposition to their customers so it enabled Domino's to rapidly explode into the market and dominate it for a long time.

And you could argue that they still are dominating that marketplace, which all began from a simple but powerful USP.

There are a couple of different ways that I recommend you approach creating a USP.

This first method is something I learned from Perry Marshall's great book 80/20 Sales & Marketing (I recommend you read this by the way). I'm sure he probably got it from another marketer but it goes like this.

Essentially, he says that there are 4 questions that your USP can and should answer.

Why should I listen to you?

Why should I do business with you instead of anybody and everybody else?

What can your product do for me that no other product can do?

What can you guarantee me that nobody else can guarantee?

There are a few different ways that you can answer each of these questions that highlight why you're unique and better.

Service

Can you guarantee your service? Can you guarantee delivery or friendliness?

Think of the Domino's USP above. They guaranteed delivery within a specific time period.

A Unique Market

Maybe you target a very specific market. For example, me, I only target businesses making at least \$500k per year in revenue. Anything less than that is dead weight to me.

Maybe you're an executive coaching business and you only want to be coaching CEO's of Fortune 1000 companies earning at least \$1M per year in personal salary.

Pick your market and niche.

A Unique Product

Your product comes with a guaranteed result. For example, maybe you guarantee someone will lose 9kgs within a specific time period using your personal training services.

Maybe you guarantee someone that they will make \$1000 per month in side income working from home if they go through your entire training program.

A Unique Experience

Provide an experience no one else provides.

If you're a limo company that hires out limos for weddings then promise the bridal and groom party a bottle of Dom Champignon on the wedding day as part of the service.

Think of whatever you can do to provide an unforgettable experience for your customers.

Low Price

I'm including this just for the sake of this exercise because companies do use pricing as a differentiator but I don't recommend this unless you want to go broke.

Companies like Walmart, Cheap As Cheaps, Jumbo, and other large retailers use low pricing as a way to get new customers. However, again, I recommend you focus on how to make your product or service unique and identifying its differential value rather than focusing on low price.

Focusing on low pricing as a differentiator is just not a viable option for 99% of businesses that actually want to make a profit.

A Little Exercise

I have given you a few tools that you can use for helping to create a USP. Now, I want to show you a little exercise you can use to actually create a powerful statement that will be your USP.

I help (insert target audience) who struggle with/want to (insert specific urgent problem/big benefit) get (specific result) in/with/without (insert specific timeframe/convenience/negative perceptions)

Examples of this:

I help chiropractors who struggle to bring in quality new patients to grow their business by 25% in as little as 90 days, without spending any extra money on marketing.

I help small business owners who struggle to get results with traditional advertising to get ranked 1st page on Google and generate quality leads online, without getting your website slapped.

I help AdWords advertisers spending at least \$2000 per month on clicks who struggle to generate leads cost effectively to decrease CPL by 20% while doubling the number of leads you get in just 60 days... 100% guaranteed.

And my own USP:

I help professional service providers struggling to grow by creating a 'marketing machine' that DOUBLES their leads and clients within the next 60 days or less

without hype, fluff or BS.

A Final Word Of Advice

One thing I want to point out is that you should always be working on refining your USP.

For example, my USP from three years ago when I first started as a copywriter compared to now has completely changed. For example, the one Domino's Pizza used to explode on their marketplace is not the same one they use now.

Your services and products will probably change every year or so like it has for me.

Your target market may even change. These are all things you need to consider and be aware of.

Do the exercises above and create a USP but don't be rigid with it because you'll probably need to change it over the years as your business changes and your market changes.

Chapter 5: Showcasing Your Credibility And Authority

One of the major reasons why someone doesn't buy is because they don't like or trust you.

Let me take a line from one of my favourite movies, The Wolf of Wall Street, specifically the part when Jordan Belfort is training his brand new sales team on how to get sales.

“The only real objection they have is they don't trust you guys. And why should they trust you? I mean look at you, you're a bunch of sleazy salesmen right?! So what do you say?”

So, how can you get someone to like and trust you?

It's actually a lot easier than you think and it doesn't even matter if you're a newbie in business with zero results.

Seriously.

Here is how you can get around this.

Help the person with a problem - immediately shows that you're credible

and an expert

Be honest and transparent - establishes massive trust and credibility

Highlight publicity you've received and media mentions (guest posts, newspaper mentions, podcast interviews, etc)

Testimonials you've got

Case studies of people you've helped

I'll elaborate a little more on these below.

Testimonials

This is one of the most common and easiest ways to show you're credible.

Everyone thinks that you can only use testimonials from clients that show you got them a specific result. Obviously, these are the most ideal testimonials and the ones you should go for.

However, you can also use character testimonials.

Got any previous colleagues, employees, even friends that can vouch for you?

Just get them to write a testimonial saying why you're a great person and would be great to work with. Even complete beginners can use these kinds of

testimonials.

Also, a sneaky but completely legitimate way to do this is taking social media comments you get that are positive and using them. Whenever someone praises you on Facebook, Twitter, etc then use it as a testimonial.

You can also do this if you ever get people emailing you giving you some sweet praise.

Case Studies

Case studies are really underused in my opinion. These are brilliant because it shows straight up why and how you can help someone.

It shows that you worked with a client previously and you helped them. It outlines your process, why it works and how it works.

Publicity And Media Mentions

This is one of those credibility by association things. It also builds a ton of celebrity, which is massive in terms of the overall buying process.

You can use anything here. If you were mentioned by a well-known figure in your industry on social media or on their website then you can reference this. You can use guest posts you have written, which is especially great if the sites

you wrote for are well-known and popular.

If you've ever been featured on a podcast interview then you can mention that. Also, mention magazines you were featured in, newspapers and more.

I'm sure you get the picture now. All you need to do is mention these sources and their credibility by association will rub off on you.

It's incredibly easy and effective.

Being Honest and Transparent

You won't see this one mentioned by many other marketers but I think it's huge.

Main reason why is because there are so many people out there talking complete bullshit, scamming people, conning them, etc.

So if you just be completely honest and transparent then you're building a ton of credibility and boosting trust.

I've used this in some many ways. For example, on my email list, I frequently tell stories about my flaws, things I failed in, etc. It builds a ton of trust because I'm telling them personal things about myself. I'm communicating with them in a 'no BS' way and I know for a fact that most marketers or businesses aren't communicating like this at all.

Helping Them

Crazy I know, but just by helping someone you instantly create credibility and trust with that person.

In fact, this would be the most important out of everything I have listed in this chapter for building credibility and trust.

Just by educating someone you are building trust with them because you show them that you're an expert on this topic.

They get firsthand experience that you're helping them. Then in their own mind, that is all the convincing they need that you are a credible expert that can help them.

Chapter 6: Create A Hard To Ignore Offer

It's all about the offer you present to your prospect.

Really.

Even an overall crappy sales message can be countered by an offer that is so compelling that it's almost impossible not to respond to.

This is the secret to direct response - direct response marketers, they simply understand that the offer is everything and if you can create a good one then it becomes almost impossible for the reader to not act on it.

In fact, it's the crucial component of all direct response advertising and marketing. It's the inclusion of an offer that will tell you how well an ad is performing or not.

Now most offers generally go something along the lines of:

If you give me X amount of money then I'll give you (insert whatever you're selling) in return

We can all agree that the above format is pretty boring and needs to be made a

lot more compelling if you want to get as many interested prospects as possible to respond.

The following are a few ways you can really boost the appeal of your offers.

Guaranteeing Your Offer

This is a really powerful way to boost how compelling your offer will be to your prospects.

All you do is simply guarantee your offer with a money-back guarantee or offer them something guaranteed.

It can go something like this.

I will show you how you can double, even triple your profits in the next 30 days... Guaranteed or I'll write you a cheque for \$500

This program will make you an extra \$1000 per month in side income within the next 90 days if you use it exactly as I've described... If not I'll refund you all your money.

Here is one that I have used before.

I will show you how to double, triple, even quadruple your sales today in one 60 minute Strategy Session but if you think I wasted your time then I'll deposit \$500 into your Paypal account.

As you can see, it's pretty simple but this is a proven and very effective way to boost response to your offers.

What I like to do is make the offer a focal point in my headline so it's almost impossible for the reader to not be intrigued and interested in my offer period.

Once you get them intrigued and curious, half the work is already done.

Adding Bonuses

This one is pretty self-explanatory.

You simply add a couple or few bonus products to your main product so that it appears as if you're 'sweetening' the deal, which you are.

The most important thing here is making sure the bonuses are related to your main product.

If you're selling something on lead generation then don't include bonuses on losing weight.

I know it sounds stupid but seriously, people do this.

Here are some real-world examples of how you could use this.

Buy this refrigerator today for \$400 and I'll give you a free kettle as a bonus plus you also get a 2 year warranty on the refrigerator.

Buy our new email marketing course today for 2 payments of \$147USD and we'll give you a bonus report on 4 steps to effective lead generation plus an ebook written by (insert some celebrity) for FREE. These bonuses are only available if you buy today though.

Try Before You Buy Proposition

The famed direct response legend Eugene Schwartz was famous for using this one frequently in his ads.

Here are a few I've taken directly from my Eugene Schwartz headline swipe file.

Try this product or read this book, 100% at my risk. If it doesn't immediately solve every problem you're now facing... free your mind from worry forever... and let you walk two inches taller, then send it back... and every penny of your purchase will be returned.

And here is one more.

*New! Revolutionary! The most exciting educational breakthrough of the century!
Guaranteed to improve your child's school marks - or you pay nothing!*

The Most Important Thing With Creating Offers

I must mention that the most important thing with your offers is that they target the pains and problems of your target audience and give them solutions for overcoming them.

All of the example offers, I mentioned above worked because the offer was aligned with the pains of that specific target audience.

Never try to create demand for your offers because you will fail. Only ever align with the demand that already exists within your target market.

Chapter 7: Closing & The Call To Action

You wouldn't believe how many times I have critiqued a web page or any ad in general only to see that there is no call to action.

Here's the deal.

If you don't tell people what to do then they won't do it.

Your prospect does not know what action they should take. They don't know what you want them to do because they're not mind readers.

There are a few ways to do this and you'll see that some of what I mention below relates to other aspects I have written about above.

The close is one of the most important parts of your entire sales message. It's the point at which they'll either pick up the phone to call you, click the buy button, etc.

However, most people close in the most boring ways possible.

They'll simply write something like:

Pick up the phone now and call me for a free consultation.

Click the buy button below and get instant access to the course.

It's important that you actually TELL your prospect what action to take but there are ways to do so that adds tons of power to your call to action.

Here is how you do it.

Guarantee

You should include a guarantee in your calls to action where necessary. As I mentioned above where I wrote about creating compelling offers, using one of the solid guarantee's above is guaranteed to give you a better response rate.

Here is an example of how you'd combine a call to action with a guarantee.

Here's the deal.

I'll send you this DVD training series straight to your doorstep. It's a 5 DVD set of the entire seminar that hundreds of people paid thousands of dollars to attend but you get it for half of that price.

You can keep these DVD's for a full 365 days and if within that time, you think that the information contained within is completely useless then you can claim your 365 day money-back guarantee.

That's right. If you think these are useless within 365 days then you can get a full money-back refund. Just let us know and that's it.

So to get these DVD's delivered to your doorstep within the next 3 days click [here](#) and place your order. In just 3 days from now, you could have in your hands the blueprint to financial freedom and true wealth in your life.

If you take out the guarantee component above, you would see how the call to action becomes a lot weaker.

However, the guarantee really strengthens it so experiment with this.

Bonuses

A call to action littered with bonuses is a great way to ramp up the perceived value of your offer.

It makes complete common sense. If you're getting all these additional bonuses on top of the paid product then it becomes a no-brainer to make the final purchase.

All you need to do is just write out the bonus products they get when they purchase your product. You do it at the end of the sales offer right before you write your call to action.

The best way to do this is to list the bonuses included in bullet point format and do so before you write your call to action telling the reader what action you want them to take.

The only thing I want to point out here, which should be common sense but I'll say it anyway, make sure your bonuses are actually something your target market wants.

Adding bonuses that are unrelated or that they just don't care about will completely ruin the effect of using bonuses in your call to action at all.

Takeaway Selling

This would be my most preferred way to close any sale. I absolutely love it.

Firstly, I love it because it allows me to only get my ideal clients contacting me. Secondly, it makes the people interested in your offer want it even more than they otherwise would.

I don't know how to explain it than to otherwise say that for some weird thing about human nature, we tend to want what we can't have or want something

more when we're told we can't have it.

That is the premise behind takeaway selling and I absolutely recommend you use this.

To use this all you really need to do is tell your reader why they may not be a good fit for your product or service. That not everyone qualifies for it.

But then you tell them WHY they may not be a good fit and WHY it's only for certain people.

What this does is create a situation whereby only the EXACT people you want contacting you, contact you. You get the people who are most interested in your offer contacting you.

Here is an example of how I used this for one of my own offers:

This isn't for everyone and I know that every marketer says that to increase response and as a manipulative sales tactic but it's true.

I ONLY want to be working with the most SERIOUS business owners and people on this. This is a big investment of my time you're getting for free and my time is valuable.

So in order to be considered for this offer read the following:

You understand marketing is a serious investment in your business success

You understand marketing is the most important function in a business - without it you won't get new customers

You have a long-term vision for your business

You aren't into unethical, bullshit shady tactics to make money

You don't think wanting to be rich is greedy and that sales is some evil force of nature

You understand that in business, you gotta spend money to make money

You are willing to spend at least \$100 MINIMUM per month on paid traffic

You already have a product line or you're willing to work on creating one. Same deal if you're offering services

That is using takeaway selling in a nutshell.

By using this, I am only getting my ideal clients contacting me. Furthermore, I also use an application process in conjunction with this just to double make sure I am only getting my ideal clients contacting me.

Again, this is all a part of using Takeaway Selling effectively.

This is my favourite way to close a sale and I can't recommend it highly enough.

Use it and watch the massive increase in response rates you'll get.

Making The Price Irrelevant

One of the most important things you can do when you write your call to action is making the price seem 'irrelevant.'

My caveat here is that what I'm going to write does not mean you're going to make your prospects think, 'Oh shit, I better buy this right now.'

The most important thing to focus on is making sure you've addressed their problems, stirred them up and then offered them a solution packed full of compelling benefits they give a shit about.

However, there is a simple thing you can add to your call to actions and it can encourage more prospects to buy.

That is the way you present your pricing.

Often, you'll see calls to action where it will say something like:

Click here today to buy your copy of this video training series for \$197.

What you could do to make this price seem irrelevant is to anchor it with someone real in the prospects life.

For example:

Click here today to buy your copy of this video training series for \$197. It's basically what you'd spend one night out at the bar or club.

More examples:

For the price of a daily Starbucks coffee, you can start receiving this hard copy newsletter straight to your door starting this month.

Pay \$147 today and in 30 days, pay another \$147 and the entire program is yours to keep for a full 365 days.

This may be expensive at \$500 per hour, but think about what you're losing in money right now by not doing this consultation. How much are you losing in ineffective marketing strategies? How much are you pissing away on ad spend per month because you don't know what you're doing?

Hopefully, those examples should give you a bit of an idea as to how you can make the price seem irrelevant to your prospect in your call to action.

Specific Language & Words To Use

Don't pay too much attention to what words to use. I see this a lot where people will worry relentlessly about whether they should use the words, 'Click here' or 'Download Now,' etc.

Who cares. Seriously.

The main thing is to focus on the message you're creating. Make sure it focuses on your market's pains and problems. That it delivers a ton of compelling benefits to your market that they actually care about.

Wait until you've got that down pat before fretting about the specific words and language you use in your call to action. Otherwise, you're just focusing on the things that don't even really matter before you even have a sales message you know your target market responds to.

Chapter 8: The Power Of Scarcity

I love to use scarcity, it's a proven psychological principle you can use to boost your response rates and the appeal of your offers.

However, one thing that pisses me off is that it has been hijacked by many people in the internet marketing crowd who use it unethically.

Basically, what they do is use it when they actually don't have any scarcity applied to their offers.

I recommend you don't do this because you'll alienate and piss off your customer base when they find out.

I remember joining a biz opp opportunity a couple years ago when I first got started online.

Anyway, there was scarcity attached to the offer, which was a big reason why I bought in the first place.

However, later I realised it was all bullshit. The person in question had used it completely unethically just to get sales.

In my opinion, it's wrong. And once I found out, I immediately unsubscribed from that person's list because I was annoyed at what I felt was a con.

The bottom line is this...

Only use scarcity when there genuinely is scarcity or you'll piss off all your customers once they find out you lied to them, and they will find out eventually.

Now the reason Scarcity works so well is because people are just lazy and they like to procrastinate.

So if you don't give them a deadline then they won't respond at all. They'll read your sales message then go and watch some bullshit on TV telling themselves they'll get back to your offer later but then they never do.

So, now you understand the psychology behind why this works you need to know a few simple ways to ethically deploy this.

The following ways are what I recommend.

Limited Supply Scarcity

You would have seen this one many times.

Ever read a sales letter for a seminar or webinar and they say that it's limited to a certain number of seats?

That is limited supply scarcity in action.

Essentially, it ramps up the desire for your offer by telling the reader that unless they ACT NOW then it's likely they'll miss out completely and won't get another chance to see the presentation.

And if it's something that they desperately want then you can be sure they're going to feel a lot of internal pressure to act now or miss out completely.

You can apply this to more than just things like webinars and seminars.

For example, I apply limited supply scarcity to my Strategy Sessions for sales funnel consultations.

I make them strictly limited to 3-4 people per month and it's whoever applies first that gets to speak to me. If I reach that monthly quota then they must wait to speak to me until the following month.

Don't limit your creativity and application with this kind of scarcity. It can be applied to almost anything where there legitimately is a limited supply.

However, as I mentioned earlier make sure it's believable and that you're not

using it for bullshit purposes.

People are now wising up to that garbage.

Time-Based Scarcity

This is simple to use. You simply place a time-based deadline on your offer.

For example, whenever I run email marketing promo's for one of my Ecommerce clients, I always put either a 48 or 72-hour deadline on them.

Again, it comes back to the fact that if you don't put a deadline on something then people will put off taking the action you want, which includes buying.

One thing I have found with this strategy is that the more specific you are the more effective it is.

So rather than saying that the sale ends in 24 hours, write that it ends at 11:59 PM.

Test this but it's one of those weird things that I have found works for my Ecommerce client.

However, test it because it may not ring true for your specific market.

This doesn't just apply to sales either.

For example, if you're running a Mastermind and you're just opening up new places for it then this kind of scarcity will work well. For example, you'd simply tell the reader that at 11:59 PM this Wednesday, applications close and won't open again for another 6 months.

Try it out. Experiment with both these types of scarcity and see what your market responds to.

The bottom line is that you gotta be using Scarcity in all of your offers.

Without it, you can be sure that 99% of people that read your sales message will put it down and 'get back to it later.'

Chapter 9: Reduce Their Fear And Risk Of Buying

The biggest impediment to getting people to take you up on any of your offers is RISK.

They fear that if they buy what you offer then it won't work as they hoped or expected it would.

They fear losing their money and getting nothing out of it in return. And they'll do anything to avoid feeling like this, which includes NOT buying from you at all.

The easiest way to take away this fear and risk on their part is to simply offer a strong guarantee.

More often than not, a strong guarantee will tip a skeptical prospect over the line because it removes the risk completely.

Obviously, if you can do this then it shows confidence in your offer and if you can show that, then it makes them feel confident about taking you up on your offer. And confidence is an incredibly powerful motivator for buying if a prospect can see this.

There are a few ways to approach offering guarantees.

Lifetime 100% Money-Back Guarantee

If you're offering a LIFETIME money-back guarantee, it shows you're pretty confident about what you can do and it's incredibly effective at reducing buying risk.

Now, I can see why many people would be worried about doing this. I bet you're thinking, "Yeah, but what if after 4 years my customer comes back to me asking for their money back?"

Won't happen.

How do I know?

Because people in general are lazy. I mean, it's the cold, hard truth about human nature. Most people want everything they want in life without really working for it. They want it on a silver platter.

They're just too lazy to even bother getting off from the couch watching Walking Dead to try and get their money back four years later.

Or, they'll just forget about the lifetime money-back guarantee completely.

So don't be afraid to try this one because it instills an incredible amount of confidence in your offers.

Double or Triple Your Money-Back Guarantee

What can be stronger than telling a prospect that you'll double or triple what they paid for your product or service if they're not 100% satisfied?

Again, it's incredibly powerful and it's going to be hard for anyone to resist such a guarantee because guaranteeing you'll put your own money on the line is an incredible sign of confidence.

I'll Buy You My Competitor's Product Guarantee

You can't get much ballsier than this guarantee.

Not only do you offer to refund their money if they're not 100% satisfied but you offer to buy them your competitor's product as well. Again, it oozes a ton of confidence in what you offer and it's going to be very hard for anyone to not at least TRY what you have to offer when you have such a strong guarantee in place.

My only caveat is that you need some serious balls to offer this guarantee but it will massively eliminate your prospects fear of buying.

The Longer The Guarantee, The Better

The longer you make your guarantee apply then the better it will be and it will also reduce refunds as well.

My advice here is don't offer anything less than a 60-day money-back guarantee. However, I would recommend you go for something like a 90-day or even a 365-day money-back guarantee.

These show much more confidence than some lame 7 or 14-day money-back satisfaction guarantee that everyone has seen. People have seen these guarantees so often over the last decade or so that their effect has become severely diminished.

Free Test Drive

This is not exactly a guarantee but similar in how it works.

These kinds of trials are very common with software products. You simply offer a 30-day trial 100% free so the customer can test drive your product.

Obviously, it shows them that there is no harm at all in at least trying the product so increases the chances of them actually trying it out.

If they like what they see after 30 days then there is a big chance that they'll pay

the money for your offer after that. I have seen some SaaS companies offering 14 day free trials but just like the money-back satisfaction guarantee's, I think it will instill much more confidence in your service by extending it to 30 days.

Closing & Final Words

So that's it for this book. Thanks again for purchasing and reading this book.

The principles I have written about in this book will help you get a better response rate to your ads where they apply in areas like landing pages, sales pages, emails, and more.

There are little tweaks you need to make depending on the platform you're using but the principles always stay the same. And principles are always more effective than tactics especially in marketing and sales so never forget that.

If you enjoyed reading this book and think it has given you a lot of value then I'd love it if you could leave an honest review on Amazon.

If you have any questions, concerns, thoughts, etc from reading this book then feel free to email me at leigh@boldlycraftedwords.com.

Lastly, if you'd like me to write some sizzling hot copy for your business then you need to first apply to have a Strategy Call with me, which you can do by clicking [here](#).

Here's to your business success.

Thank you,

Leigh Hankin

Direct Response Copywriter & Marketing Consultant

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